

FOR IMMEDIATE RELEASE

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GLENDALÉ'S CHANNEL 11 RECEIVES NATIONAL ACCOLADES

GLENDALÉ, Ariz. -- Glendale 11 is the recipient of 11 awards from the leading government television communications organization, the National Association of Telecommunications Officers and Advisors (NATOA). This is the highest number of awards Glendale 11 has received from this organization for a competition year.

Glendale 11 received first through honorable mention place honors in the following categories.

First Place:

Community Event Coverage: *"Glendale Glitter & Glow 2008"*
Documentary – Profile: *"Glendale's Got Game: Countdown Rewind"*

Second Place:

Documentary – Event Coverage: *"Glendale's Got Game: Super Bowl 42"*
Documentary – Profile: *"Glendale's Got Game: Super Bowl 42"*

Third Place:

Documentary – Event Coverage: *"Glendale's Got Game: Road to Super Bowl 2008"*
News Series: *"Glendale City Beat"*

Honorable Mention:

Sports Programming: *"Glendale's Got Game: Super Bowl 42"*
Documentary – Profile: *"Watching Sparks Fly: the Journey of Glendale's American Idol"*
Promotion of a City/County: *"This is Glendale"*
Magazine Format Series: *"Glendale's Got Game"*
Government Access Station Web Site: *"Glendale 11 Web Site"*

NATOA received more than 1,200 entries representing 180 agencies from 31 states and Canada. NATOA selects the award winners based on excellence in broadcast, cable, multimedia and electronic programming developed by municipal agencies.

In addition to taking home these prestigious awards, Glendale 11's Cable

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Fiesta Bowl

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in the world

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Administrator Laurie Berg Sapp was a speaker at the NATOA conference, held in Atlanta. Sapp shared specific station strategies in the various areas of marketing, partnerships, Web use and programming in a special session on “How to Survive and Prosper in Today’s PEG (Public Education Government) Marketplace.”

“We had an extraordinary year documenting the city’s role in Super Bowl 42, and it is an honor to not only be recognized for the work Glendale 11 did to share that experience with our audience, but also to share our valuable strategies and lessons we’ve learned to help other government stations create cutting-edge programming,” said Sapp, Glendale 11 station manager. “These awards reflect the high standards we set here at Glendale 11 for the benefit of our viewers and residents.”

Glendale 11 airs on Cox and Qwest Channel 11, 24 hours a day, seven days a week. For a complete viewer’s guide, visit www.glendaleaz.com/glendale11.